Synovate Appoints New Head Of Qualitative For CEEME

Contributed by Synovate
Friday, 31 October 2008
Last Updated Sunday, 04 January 2009

October 29th 2008 - Dubai

Leading global market research company Synovate has appointed Anjul Sharma as Head of Qualitative Research for Central / Eastern Europe and the Middle East (CEEME). Now based in Dubai, Ms. Sharma relocated from Synovate UK, where she was Director on the Qualitative Specialists Team.

Ms. Sharma started her career in 1995 at UK agency Marketing Direction before going to BDRC for the next 2 years. In 2000 she moved to TRBI, which was acquired by Synovate in 2004. Ms. Sharma has broad experience with various industry sectors and qualitative methodologies as well as with a diverse range of respondents. She has also presented papers at ESOMAR conferences in 2007 and 2006. Her academic background includes an MA in Communication Studies from the University of Leeds and a BSc in Honours Sociology with significant studies in Social Anthropology and Philosophy from Brunel University.

Synovate CEO for CEEME Kurt Thompson says Ms. Sharma will bring both strong leadership and fresh approaches to this important business area. "Anjul is well known within Synovate and amongst clients for being a leading edge thinker and offering innovative, integrated client solutions. Qualitative already accounts for a noteworthy proportion of our work, but the potential is there for significant growth, taking advantage of our talented specialists."

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 6,000 staff across 63 countries.

For more information on Synovate visit www.synovate.com.